

**Press Contact :**

Anders Lund Rendtorff
IBM Communications Manager, Denmark
+45 28 80 40 05

Sheena Stewart
IBM Communications Manager, EMEA Comms Sector
+33 4 92 11 57 37

Copenhagen, May 8th 2003, IBM is pleased to be associated with the 3D Festival in Copenhagen where we are providing the hardware material in the form of IBM Thinkpad and IBM Netvistas in all of the break-out sessions. At our booth A-02, IBM will be demonstrating the latest in Digital Content Creation for the gaming, media and entertainment industry, including demonstrations of Digital Content Creation for Lord of the Rings and gaming with our partner Andago. Don't hesitate to call us or step by our booth where Marcel Baron, our Marketing Manager will be delighted to give you a personal demonstration and tell you more about IBM and the world of Digital Media.

IBM Digital Media Solutions

IBM is working toward a digital vision, helping enable companies to manage and distribute digital content securely, in any media, to anyone, to any place or any device, at anytime and measure the results. As the leading provider of digital media solutions with extensive industry expertise, proven methodologies, open standards and products that help customers keep pace with rapid-fire change -- IBM is helping companies today cut costs and create new revenue streams through the adoption of digital technologies.

The IBM Digital Media Factory framework is a unifying architecture of IBM and partner technologies and services, to help customers leverage digital media in every phase of their business. Solutions built on the Digital Media Factory are helping companies, across multiple industries, to execute new business strategies that leverage the power of advanced communications and digital media technologies. This framework supports the integration of rich media solutions, from content creation to content distribution, with indexing, archiving, searching, rights management and more. It enables your company to move beyond simply creating, managing and distributing digital media to embracing a wide range of functions that help you fully capitalize on the value of your rich media as it moves through the lifecycle.

Our open, standards-based framework integrates best of breed hardware and software partners and enables flexible, low costs solutions that will be able to evolve as new technologies emerge. IBM's partnerships with leading industry vendors Adobe, Agari Mediaware, Ancept, Ardeno, Avid, Butterfly.net, CCI Europe, Champion Storage Systems, Cisco, Dalet, Discreet, Encoda Systems, Eyetech, Fantastic Corporation, Freeplay Music, Grass Valley, Jutel, Portal, Sagitta Performance Systems, Salient Stills, SintecMedia, Sophoi, RealNetworks, RightsLine, Telestream, Virage, and others. We continue to evolve and incorporate leading edge but proven technologies into our solutions.

Our leadership in information technology research provides next generation thinking on access to next generation devices like mobile phones, set top boxes, retail kiosks, virtual juke boxes, game platforms, automobiles, and new home gateways. We provide core-enabling technologies like chip sets, microdrives, set-top-box, xCP, high-bandwidth streaming (General Parallel File System), watermarking and encryption, and MPEG audio and video. In addition, we have helped shape the industry through is participation in industry standards committees including most of the MPEG committees, HDTV Broadcast Technology Project in Digital Video ATP, Secure Digital Music Initiative, Rights ML, 802.11/WiFi, Open Mobile Alliance, and others.

IBM is helping companies around the globe to transform their businesses and to better utilize digital production and delivery technologies; companies like: The Associated Press, British Broadcasting Corporation, Boston Globe, Butterfly.net, China Film Library, Celestine Hotel, CNN News, Coca-Cola Company, Columbus Dispatch, Deutsche Telekom, Financial Times, GlobeXplorer, Kodak, La Repubblica, Lyse, National Geographic Society, NCP Car Parks, NTT DoCoMo, Radio Nacional de Espana, Shanghai Media and Entertainment Group, Spero Communications, Sveriges Television, Threshold Entertainment, Warner Bros., and XM Satellite Radio, among others.





Digital Media Solutions for the Media and Entertainment Industry

Digital Content Creation – state-of-the art 3D animation, special effects, more efficient rendering and video editing, all running on IBM's professional quality IntelliStation® workstations,  **server** Servers, and Linux.

Broadcast Asset Management – a comprehensive infrastructure and tool set to leverage IT technologies in the production, and management of digital assets within the traditional broadcasting organization.

Marketing Asset Management – IBM and Ancept® solutions provide a content management infrastructure that manages rich media helping to conserve the budgets of marketing communications departments and ad agencies.

Digital Content Management – an end-to-end solution for the production, management, archiving and retrieval of content for companies who require support for a complete digital archive, high-resolution and proxies, and the production processes that utilize both forms.

Radio Asset Management – a high-end radio broadcasting solution with the ability to automate the broadcast of digital content over multiple channels, helping broadcasters to offer a variety of channels and music genres in a cost-effective way.

Digital media infrastructure and consolidation – a digital media infrastructure, base on centralized, open and scalable storage, to support heterogeneous broadcast operations and help transform broadcasting production from analog to digital and eventually tape-less environments.

Digital Media Commerce – combining industry-proven WebSphere® Commerce Suite with the capabilities of IBM DB2® Content Manager, and powered by Java™ technology, IBM WebSphere Digital Media Enabler lets you search, view, manage, collaborate, purchase, sell and download digital assets, reaching customers directly through the Internet, enriching the consumer's experience and business-to-business buying interface.

Broadcast Content Distribution – IBM and Pathfire® content distribution solutions manage and distribute digital content – such as network news, syndication programming, ad commercials, promotional content, and stock footage – over IP multicast networks, provide basic desktop editorial and review processing, and improve workflow from receive to air.

Secure Content Distribution – delivers a comprehensive solution for digital content distribution and rights management that can be applied to various types of content – including audio, video, text and image – and industries.

To learn more about IBM Digital Media Solutions for the Media and Entertainment industry, we invite you to contact your IBM sales representative, or visit:

ibm.com/industries/digitalmedia

ibm.com/software/data/cm

